

THE SOUTH END:

A MASTER PLAN FOR THE SOUTHERN AREA OF THE CITY OF HOLLAND
FORMERLY LYING WITHIN FILLMORE TOWNSHIP,
AS ANNEXED ON DECEMBER 30, 1999.

A Supplement to the
Master Plan for the Physical Development of the City of Holland, Michigan.

Adopted by the Planning Commission of the City of Holland
November 14, 2000.

Executive Summary:

The recent annexation of 1100 acres into the City of Holland has stimulated an examination and evaluation of existing land conditions, existing land uses, existing and anticipated growth patterns, and special opportunities for future development of this southern tier of the City. The City's Planning Commission, charged with maintaining a Master Plan for the City, presents this vision for the future evolution and growth of the South End of Holland.

In some minds, this has been an effort to clarify and accommodate a pattern of development that has been set in motion both by the City's continued industrial growth to the south and by Fillmore Township's extension of sanitary sewer and associated high assessments to these properties. There is a perceived belief in the inevitability of growth in general, and an obvious fit between some of the types of emerging land uses and both the proximity to highways and the needs of the nearby southside industrial area.

This has, however, also been an effort to define land use, infrastructure, and "character of development" opportunities that build on the positive attributes of the community, and that continue the high quality of private development and public infrastructure that are characteristic of the City of Holland. Perhaps more importantly, this Plan strives to integrate lessons we have learned sometimes through our own development policies and sometimes witnessing problems found in many other communities. This Plan is assertive about such issues as carefully expanding the mix of land uses, protecting sensitive natural environments, and defining transportation improvements in a manner that helps to define a positive character and is supportive of pedestrian as well as vehicular movement. The Plan also offers a model of how such growth can occur contiguous to our existing urban center, while suggesting how to develop in a compact manner to avoid the sprawl that so typically diminishes the character and viability of rural and agricultural urban edges across Michigan and this country. One of the primary objectives is to establish a coherent and intentional identity and sense of place for this new area of the City.

"Master Plan" can be defined as an official statement of principles and policies that express a vision about the future of the community. This document considers the South End annexation area in the context of the City and in the context of regional growth and development patterns. This document asserts that prescribing broad categories of land use and zoning for parcels in this area is extremely important but, by itself, insufficient. This Plan proposes that, in addition to reaching consensus on categories of land use, the key to directing and managing growth that will accomplish a community vision for the area demands attention to a variety of issues, to developing a framework within which preferred growth can occur.

This Master Plan Update for the South End provides the following framework:

- a. North of I-196, the Plan proposes predominantly industrial land uses, much in the manner of adjacent developed and undeveloped industrial properties of the southside industrial area. The single exception to this industrial pattern is the proposal for leaving the southerly approximately 15 acres of properties fronting on 48th Street adjacent to a branch of the Macatawa River in an

agricultural designation. This designation is in recognition of the sensitive nature of this River corridor and an attempt to further protect the Macatawa River and its associated flood area.

b. South of I-196, the Plan proposes a mix of industrial and industry-supportive commercial uses along the north-south corridor of South Washington Avenue/Blue Star Highway.

c. Along a portion of the M-40 corridor in the vicinity of the I-196 interchange, highway-related commercial uses and industry-related trucking and service uses are accommodated. In areas where commercial and industrial uses occur side-by-side with proposed residential uses, office/service land uses are proposed as a transition.

d. **Neighborhood Center:** Further south along M-40, the Master Plan proposes the creation of a special place, the introduction of a Neighborhood Center as the mixed-use heart of South End neighborhood. This Center would integrate neighborhood supportive commercial uses (and associated upper story potential for office and residential use) with opportunities for community amenities such as public open space and a community elementary school. These uses would be connected through a pleasant, pedestrian-oriented streetscape environment to a diversity of residential opportunities at significant densities to provide a critical neighborhood intensity of activity. Points of vehicular access and parking opportunities would be plentiful while respecting the pedestrian orientation of this central area.

Existing and potential limited expansion of trucking and industrial/commercial service uses along M-40 can co-exist with this special opportunity to integrate a new Neighborhood Center through careful attention to access management, separation of trucking access, and buffering and screening residential and pedestrian areas from noise, dust and excessive light. In perhaps new ways, additional commercial activities more often found in free standing strip centers can be integrated with the pedestrian-oriented neighborhood center. While taking advantage of the market presented by high traffic volumes of M-40 and servicing the needs of a large industrial sector and an emerging neighborhood, creatively designed and integrated mixed uses can reinforce the pedestrian-oriented neighborhood center character and vitality.

The Plan recommends the use of an overlay zoning tool to better define the expectations and requirements for development of properties within a specified distance from the M-40 right-of-way. This M-40 Corridor Overlay Zone district would address issues such as the character of the highway corridor, the placement of buildings, signage, and parking, landscaping, pedestrian and bicycle paths, and access management in an attempt to more clearly define the special character of this place.

e. **Residential Development:** The presence of significant land area and several ponds to the west of this proposed neighborhood center and significant land availability to the east of the proposed center provide opportunities for substantial residential development. Key to the viability of residential development is the sufficient buffering of existing and future industrial, commercial, and trucking uses and highway uses.

A fundamental starting point for the development of this new neighborhood is the character of our traditional central neighborhoods, an approach to development currently well-studied and defined in the principles and objectives of New Urbanism. In this neighborhood, residences, shops, workplaces, and civic buildings are interwoven within the neighborhood, all in close

proximity. Walking distances define limits and placement of certain uses. A hierarchy of streets serve the needs of pedestrians, bicycles, and the automobile. Civic buildings, public open space, and private buildings all reinforce the identity of the neighborhood.

Once again, the Plan recommends the use of a new zoning tool, a Traditional Neighborhood overlay zone to assure that properties within the neighborhood center and residential areas are developed in a manner consistent with New Urbanism principles and good neighborhood objectives. This zone district will elaborate on principles for development and provide direction regarding community expectations and development standards.

The expectation for these residential areas is that the dominant housing type will be single family detached homes at significant density. Integrated with the single family development are opportunities for attached single family uses (such as duplexes and townhouses) and for apartment and condominium buildings. The plan does not envision nor accept large discrete multi-family complexes, but rather looks for those multi-family units to be well integrated within the predominantly single family neighborhood. It is expected that higher density buildings (apartments and condominiums) could serve well adjacent to commercial, industrial, and neighborhood center uses. The overall density for the residential portions of the neighborhood should average four to six units per acre, with higher density anticipated in multifamily buildings and potentially lower density in those areas away from the neighborhood center where a high water table, perched water and difficult drainage may require greater flexibility and more creative site planning.

The plan also expects that a mix of housing types will also encourage an accommodation for a mix in cost of residential homes, and therefore greater diversity in income levels. Consistent with the City of Holland's policy for new residential development, the Plan calls for ten to fifteen percent of the new housing be targeted as affordable housing and distributed reasonably well throughout the neighborhood.

f. Proposed land uses between South Washington Avenue and Lincoln Avenue reflect the practical realities of adjacency to the highway and industrial uses to the north, proximity to the airport (in particular to the proposed north-south runway), and prevailing land character. The Master Plan proposes industrial and office park uses in this corridor.

g. M-40 Improvements: In coordination with the Michigan Department of Transportation, the Master Plan calls for reconfiguring and limiting access along M-40. Such changes are intended to better accommodate the growth in traffic along this corridor anticipated over the next two decades, create a safer route for both local and through traffic, and redefine the character of this entire roadway corridor as a major Gateway entrance to the City. M-40 design alternatives are focusing on widening this corridor to four lanes in a boulevard configuration, with options being considered for intersection improvements that could include "Michigan" indirect left turns or direct left turns through traffic signalization, or modern engineered roundabouts. In addition, zoning consideration is being given to use of an overlay zone district to more carefully detail the expectations for access management, building and parking lot placement, landscaping, signage, and lighting for all properties along this corridor.

h. Major Street Plan: The Master Plan presents a Major Street Plan establishing a new network of necessary public streets serving the entire new land area within the City. The Street Plan includes the following: a major new east-west street along the alignment of 143rd Street; an improved M-40 highway corridor (described above) with four major intersections; existing and new streets connecting those intersections with existing and proposed development areas; and new streets connecting the mixed use neighborhood center with lands east, south, and west of these South End neighborhood properties.

i. Community Facilities Plan: The Master Plan provides a Community Facilities Plan that identifies new pedestrian, bicycle, and greenway connections that integrate and provide easy and safe access between all areas in the neighborhood while enhancing the environmental character and recreational opportunity of the entire South End. In addition, major parks and publicly accessible open spaces are identified, as is a location for a new elementary school that could serve this neighborhood and surrounding residential properties in the Hamilton School District.

Pedestrian and bicycle circulation is important to the character and viability of the diverse uses proposed in the South End. Sidewalks are required along all streets, and opportunities for special paths are encouraged across private properties wherever possible to take advantage of neighborhood ponds or enhanced drainage corridors. The Hamilton Spur of the CSX railroad offers an exciting opportunity to link Holland's industrial park (and eventually the central city neighborhoods and Downtown) with points south into Hamilton possibly serving dual purpose as a pedestrian/bicycle corridor (ala "rails to trails") and perhaps even a transit corridor. This line has been integrated carefully into the neighborhood plan, recognizing its current function but also anticipating its future potential as a highlight of the neighborhood and nearby industry.

j. I-196 Corridor Overlay: The I-196 Corridor passing through this South End area deserves careful attention as it is a major Gateway to the City of Holland and provides passersby with an obvious exposure and potentially vivid impression of the community. In an effort to enhance the visual character of this corridor, to convey the image of both "Tulip City" and "Tree City", and to present the most positive impression possible, the Plan proposes a Corridor Overlay Zone District that concentrates on enhancing visual character. This would be accomplished primarily through consideration of landscape buffering and screening and signage.

k. Relationship with Fillmore Township: The process leading to annexation was divisive. Charges that annexation simply meant that the sprawl machine would continue driving southward failed to recognize the sprawl that was previously enabled by the extension of sanitary sewer in the context of unplanned growth. The City of Holland prides itself on its ability to build on its strengths and to grow in a positive, responsible manner through effective comprehensive planning. It is the intention of the City to define growth in this area in an orderly manner, with limits to that growth suggested and relying on a cooperative approach to regional development. It is hoped that the development character established along M-40 through this Plan, and the Neighborhood Center concept with close-in intensive residential development bordered by rural/agricultural lands, can form the basis for future targeted and planned growth in neighboring townships.

An opportunity exists, and the need is substantial, for a fresh start in cooperation between the City and Fillmore Township in order to assure future growth is in the best interests of both communities. Cooperative initiatives in land use planning, roadway development, utility access, and in defining and enhancing community character are needed.

The Plan encourages that properties beyond the City boundaries adjacent to this South End be developed in a manner supportive of the intensive Neighborhood Center concept, with street and open space improvements extending connections into the Township in a manner that allows this Center to serve a much greater area of the community. Additional intensive and nearby residential development in the Township adjacent to the residential development proposed herein, limited by the careful identification and protection of significant agricultural and environmental land, is encouraged. Extension of streets, pedestrian ways, and greenway corridors as connectors with lands beyond the City edges are desirable. A careful look at potential extension of commercial uses along the M-40 and Washington Avenue / Blue Star Highway corridors, with particular attention to quality and the issues described in the corridor assessment provided herein, can either reinforce the viability and desirability of this Center or become an undesirable neighbor. Cooperative planning initiatives may assist in achieving the former. Careful planning and regulation should assure that the limits of outward growth are clearly established and that the potential for sprawling, large-lot single-use development is limited. The Plan recommends that a larger planning view be evaluated that looks out beyond the current boundaries of the City and more clearly defines the appropriate limits to outward growth of the urbanized area. The City and Township should collectively define where the appropriate growth boundary should fall, and develop street, utility, and general development policies that reinforce an urban/rural edge.

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Background.

In December of 1999, an order of the Michigan State Boundary Commission became effective, transferring jurisdiction of 1100 acres from Fillmore Township to the City of Holland. This transfer was ordered pursuant to a petition filed by owners of several Township parcels seeking annexation to the city and acceptance of said lands by the City. The primary motivation for seeking annexation was a desire on the part of Fillmore owners for access to a public water supply system. Through ownership of capacity rights in the Holland wastewater treatment plant, Fillmore Township can offer sanitary sewer service to its residents, and in fact had already extended sanitary sewers into portions of the annexed area. Fillmore Township had no rights or access to the Holland Board of Public Works water system, however, and ground water sources were insufficient in both quantity and quality to support urban types of development. The only way petitioners saw to secure adequate public water in the foreseeable future was through annexation, and following adjudication by the Boundary Commission, the annexation petition was approved. Subsequently, following a detachment petition and public vote, the annexation was affirmed by the combined vote of the residents of the City of Holland and Fillmore Township.

Upon annexation into the City of Holland, the Zoning Ordinance states that the "following (zoning) classifications shall be applied, pending an overall analysis and adoption of new City zoning regulations with respect to such area":

<u>Previous zoning in Township</u>	<u>New zoning in City</u>
Industrial	I-1 Industrial
Commercial	C-2 Highway Commercial
Residential	R-1 One-Family Residential
Agriculture	AG Agriculture

With the availability of utilities in this newly annexed area and with the continuing growth of the City of Holland, there is substantial interest on the part of property owners and City officials to evaluate the potential and define a preferred course for development in this area. Significant challenges arise, particularly in developing appropriate policies and actions to respond to emerging needs and opportunities. There are owner requests for changes in zoning, and a City desire and commitment to consider significant revisions to current zoning designations. Any such revisions must be based on a comprehensive analysis and update of the City's Master Plan as it applies to this area.

This supplement to the City of Holland Master Plan provides a framework for the future development of these annexed areas.

City Growth.

The last growth of the City of Holland through annexation of substantially large territories took place in 1958 and 1959, when the city grew from roughly four square miles in size to approximately twelve square miles. This era of annexation included the first addition to Holland of lands south of 32nd Street in Fillmore Township, Allegan County. It also included areas east of Lincoln Avenue and the east side neighborhood known as Holland Heights, and lands west of Ottawa Avenue, historically known as the Montello and Central Park neighborhoods, but more often referred to in current times as the "West End". This era of annexation was driven primarily by state-mandated school consolidation that required that any public school district must offer a full Kindergarten through 12th Grade curriculum. Many K through 6 rural elementary school districts, therefore, were forced into consolidating with larger urban school districts that already offered middle school and high school secondary education. It was during this era that the formerly independent elementary school districts of Holland Heights, Lakeview, and Maplewood became part of the Holland School District, as well as part of the City of Holland. It is also fair to presume that the prospect of municipal sewer and water services, municipal police and fire services, street maintenance services, and other city amenities also motivated the petitions that resulted in this era of annexation.

During the 1960's and early 1970's, several other smaller annexations took place that appear to have been motivated by a desire for residential affiliation with the city. By the 1980's and 90's, however, residential annexation initiatives had ceased, and the few annexations during this era were sites within Fillmore Township adjacent to the city's industrial park. Some annexations were initiated by Hedcor for purposes of industrial park development. Others were initiated by industrial support businesses which were excluded from Hedcor developments by restrictive covenants, but wanted to be near the industrial park, such as Holland Motor Express and Grooters Warehousing. Still others were initiated by industries such as S-2 Yachts that had begun developing in Fillmore Township, but saw lack of water a limiting factor for continued growth. And finally, other annexation petitions came from industries such as Haworth that sat at the edge of the city limits, owned lands in Fillmore Township, and wanted any future expansion to be consolidated within a single governmental jurisdiction.

Sensing that such annexations could continue nibbling into the remainder of Fillmore Township, the City and Township adopted resolutions in 1993 agreeing in principal to an urban cooperation agreement that would have allowed the systematic annexation of all remaining Fillmore lands north of I-196 to the city, in exchange for the City making a public water supply available to the remainder of Fillmore lying south of the interstate highway. Since Fillmore Township already owned capacity rights in the Holland wastewater treatment plant, along with all other bordering townships, the availability of water would allow Fillmore to offer essential public services throughout the township, and would presumably halt the petitions and justifications for further annexation. Without public water, Fillmore owners would continue to experience severe development limitations due to problems with both water quantity and quality from groundwater sources within the Township.

While the two governmental units saw this arrangement as mutually satisfactory, and proceeded with appointing a joint land use study committee and developing a compromise land use plan,

some Township residents did not. As finalization of the agreement drew near in late 1997, a referendum petition within Fillmore drew sufficient support to place the matter on the ballot. In 1998, the urban cooperation agreement was defeated within Fillmore by a narrow margin. As Fillmore proceeded to expand sanitary sewer service into lands south of I-196 in the vicinity of M-40, many owners subject to sewer assessments sensed that without water the potential for sale or development would still be limited, while the burdens of taxes and assessments would continue to rise. Once again, annexation appeared to be the only recourse, and petitions for annexing properties as delineated herein were filed by the respective owners in late 1998, and approved by the State Boundary Commission in late 1999. City planners and area residents have expressed a desire to move forward with master planning and zoning this area as part of the city.

Character of the Area: Natural Attributes

In general, the annexed lands are comprised of glacial till characterized by loamy sand and sandy loam topsoil that have been cleared for agricultural uses. These soils are characterized for agricultural activities, and are only marginally in use for agricultural purposes today. To describe this area as pristine farmland ignores reality.

The lands are predominantly flat and slow to drain. Infrared photography suggests that a substantial percentage of the annexed land currently show standing water or wet areas. Drainage is predominantly to the north, with runoff eventually reaching the North Branch of the Macatawa River (also known as the Tulip Drain) that runs through Holland's industrial area just north of the airport and south of Haworth. This river flows easterly and northerly, joining the main branch of the Macatawa River near East 16th Street and 104th Avenue before turning westerly through the Holland Country Club and into Lake Macatawa.

For the most part, natural vegetation is sparse, consisting of limited landscape plantings on developed sites, a few agricultural windrows, and small plots of scrub growth. There are no ravines or scenic valleys, no ridges with panoramic vistas, no second growth forests, and no lakefront shorelines. The North Branch of the Macatawa River crosses several parcels in the area to the northeast of the M-40/I-196 interchange. Several of the parcels have substantial areas devoted to sizeable ponds. Both in initial analysis of aerial photography and upon consultation with property owners, it is evident that these are not natural ponds, but "borrow pits" remaining from the days of interstate highway construction. Overpasses and interchanges require large amounts of earth fill, and it is customary in highway construction to obtain this from nearby land sources by excavating pits that ultimately fill with ground water and leave the owners with on-site ponds. Despite their origin, these ponds appear to be regulated wetlands, and therefore protected from draining or fill activities.

Character of the Area: Existing Physical Improvements

If there is one dominant theme that has shaped post-agricultural development in this area, and will continue to do so, it is transportation. Most of the annexed parcels border Interstate Highway I-196, though none enjoy direct access. Some of them also border Michigan Highway M-40, each with at least one and often several more points of access onto the State Highway. The southerly extension of Washington Avenue is still known outside the City of Holland as Blue Star Highway, harking back to the days when it was Highway US-31, connecting Holland and Grand Rapids to Chicago. The main line of the CSX Railroad route that connects Grand Rapids and points east to Chicago bisects the annexed area, and the Hamilton Spur of the CSX Railroad, despite virtual disuse, still severs parcels east of M-40 at a 45 degree angle as it runs southeasterly toward Hamilton. Though not in direct proximity, the nearby Tulip City Airport is a dominant feature of the southside industrial-transportation complex on the north side of I-196.

Driving through the annexed lands gives testimony to the influence of transportation. Along with one church, a few agricultural homesteads, and a few "rural estates," the predominant land uses are manufacturing, warehousing, truck terminals, truck sales, truck repair, truck fueling, and a truck stop. As segments of Holland's manufacturing community have moved toward "just in time" supply of components to automotive assembly activities elsewhere, proximity to an interstate highway interchange will continue to make land development within the annexation area attractive to trucking, warehousing, and related uses. It is indicative of the character of this area that the first building permit issued following annexation was for the relocation and expansion of one of the existing trucking operations.

Aesthetic standards applied to past development have been variable. Landscaping has not been a significant component of some past development, and commercial driveways have not been clearly delineated to separate driveways from curb lawns. By its very nature, trucking activity requires big paved areas, wide driveways, and clear unobstructed vistas. Regulating new development and retrofitting existing development to create a balance between paving and plantings will be a particular challenge in these annexed lands.

The record of annexation proceeding indicates the predominant land use of this area is agricultural, followed in descending order by highway commercial, highway right-of-way, industrial, and residential. Zoning designations (of annexation property) within the township at the time of annexation was tabulated as follows:

Agricultural.....	580 acres (53%)
Highway Commercial.....	210 acres (19%)
Highway Right-of-Way....	160 acres (14.5%)
Industrial.....	100 acres (9%)
Residential.....	50 acres (4.5%)

Apart from the highway and street rights-of-way, there is no land within the annexed area dedicated to public use. Fillmore Township retains ownership of a small site that housed a former township hall, but there are no parks, playgrounds, schools, or natural preserves. Faith Christian Center has been accommodating in making meeting space available for neighborhood meetings, and its substantial campus could provide amenity to a residential area as churches have

traditionally done in residential zones. Unfortunately, within the annexed area it is located at the far opposite end of those lands previously zoned for and most conducive to residential development.

Clearly, past development has created patterns of land use in some areas that are most appropriately perpetuated and expanded. Trucking and warehousing are often essential attributes of successful industrial parks. They are most appropriately located near highways. Where our existing industrial park meets the juncture of an interstate highway and major state highway, our challenge is not to replace the existing trucking and warehousing businesses just annexed with different land uses. Part of our effort should be toward defining the quantity of additional need for this type of industry-supporting activity, and identifying those related uses that are necessary for adequately and effectively servicing this activity without diminishing opportunity for a broader mix of uses in this South End area. Our efforts should also include upgrading existing roads and rights-of-way, encouraging landscaping and site enhancements on private property, and reasonably regulating the use of signage.

In other instances, isolated land uses have been established that do not appear to be well integrated into a greater context. The church at Washington and 143rd Avenue, for instance, is bordered on one side by highway and on two others by commercial zoning previously established by the township. Traditionally, we have tended to associate churches with residential areas. Land assemblage and development for many mega-churches in recent years, however, have indicated that many churches no longer desire or expect a residential context. We should acknowledge that Faith Christian Center was not planned and zoned in a residential context by the Township, and based on development that has begun on surrounding lands it may well not be a residential context into the future.

Houses, not just century old farm homes, but in many instances newer homes unrelated to farmsteads, have been built in areas that no longer resemble residential neighborhoods, and indeed probably never did. We need to acknowledge that some residences in the annexed area will find themselves increasingly isolated by non-residential development. Not every house can be protected by the assurance of more houses to be built on adjacent lands. Impacts relating to noise, dust and vibrations originating from highway and trucking greatly affect the desirability of certain areas for residential use. Proximity to the airport, and over the longer term to the planned north-south runway, raise concerns relative to safety and noise as well.

Character of the Area: Demographics

Annexation records show that there were 34 petitioners representing 41 distinct parcels within the annexation area. Of these parcels, 27 are developed with residential dwelling units. Preliminary analysis indicates approximately half of the residential units are owner occupied, and half renter occupied. When voter registration rolls were transferred from Fillmore to Holland, they indicated 18 registered voters residing within the annexed area. Residential units are distributed throughout the annexed area, with no pattern of clustering that resembles either an existing or emerging neighborhood in any traditional sense. Nor are there commercial activities characteristic of neighborhood service commercial. Residential uses currently, under City zoning, are limited to C-2 highway commercial and agricultural zone districts.

Utility Infrastructure

Newly annexed areas of the City will eventually enjoy all of the infrastructure amenities of other properties within the City.

Sanitary Sewer: Through recent efforts of Fillmore Township, the Board of Public Works has extended sanitary sewer into this area. The extension has been primarily through a new main easterly along 64th Street (connecting with an existing sewer main adjacent to and passing under the Airport) to I-196, where the sewer then passes beneath I-196 and extends along 144th Street to 52nd Street. As it crosses M-40, an additional run of sanitary sewer extends southward along M-40 for approximately 3100 feet. In addition, a sanitary sewer line was extended down Airport Court and under I-196 several years ago to serve the Faith Christian Center. That line has been extended west to South Washington Avenue and south along South Washington/Blue Star Highway through the 143rd Street intersection into the Township.

Water: Water service is currently being extended into this South End neighborhood by the Holland Board of Public Works. Extensions are occurring in two locations. To the west, a water main is being extended under I-196, connecting 64th Street with 143rd Avenue through the Genzink and Darby properties (on the north and south sides of the highway, respectively). To the east, water has been extended along 64th Street up to M-40 in the vicinity of Cabill Drive, and underneath I-196 to 144th Street across to 52nd Street. Similar to the sanitary line, a water main is in the process of being extended south along M-40 and will tie into a proposed water tank between M-40 and 52nd Street.

Stormwater Sewer: Stormwater drainage throughout the South End is handled through a variety of ditches and drains. A major task for the City over the next several years is the development of a stormwater sewer program that enables the development as projected in this Master Plan to proceed. Cooperation between property owners and public entities is necessary to assure the most effective manner in handling stormwater. Cooperation will allow taking advantage wherever possible of the potential to make certain drains and drainage corridors serve multiple purposes, not only adequately handling stormwater but also establishing wildlife and possible pedestrian corridors and buffer strips.

Electricity:

● Natural Gas:

Relating the "Part" to the "Whole"

Town planners are inclined to think in terms of the history, heritage, and evolution of their community. They are also inclined to see their community as having an identity... a sense of "place." In this respect, they weigh land use decisions in terms of linkages and relationships. They seek to relate plans for sites or selected geographic areas to a larger vision for the whole community. Urbanizing townships tend to be fairly recent phenomena, often the products of spillover growth from neighboring cities. Generally absent are the downtowns or town centers where central shopping, historic housing, mainstream churches, and educational and social institutions evolved into a rich matrix of diverse community life. Efforts nationally are examining the outward growth of urban areas. In the face of uncontrolled sprawl, communities are attempting to redefine new town centers and community places, and to define and maintain community character in a manner that recognizes a new economy and acknowledges the needs and impacts of a mobile society.

The annexation area is characterized by spillover land uses from Holland. The relationship of these lands to the remainder of the Fillmore Township, which is dominated by an agrarian economy, is tenuous at best. The relationship to the city they have attached to is sometimes equally tenuous. The majority of these lands are separated from the city by an interstate highway. While there are admittedly three overpasses that link the new to the established, they connect by way of a current highway, a former highway and an industrial street. There simply is no neighborhood street network connecting the annexed lands to the established city, nor is there likely to be such a network spanning the highway. The Plan does call for a new street network south of the Interstate, where connections to existing streets, and to new uses and neighborhoods, is desirable. Neither is there a sidewalk network, though opportunities exist to extend connections along existing streets, add sidewalks along new streets, and take advantage of possible opportunities such as the CSX spur to Hamilton and the prevalent drains for new paths along private properties. At present, such networks are beyond the scope of current street sidewalk plans and must be prioritized in consideration of the backlog of needs already identified in other neighborhoods near our parks and schools. The challenge here, then, is to consider the important opportunity for a street and sidewalk network to contribute to the definition of the pattern of development in this area. As development activity intensifies, the need for an effective and connective street and sidewalk system will become more acute. The time for planning this network is now.

Along with the evident physical barrier of an interstate highway, there is another condition that could effect land use. Like much of the southerly and easterly edges of the city's industrial park, the annexed lands lie entirely within the Hamilton School District. This certainly doesn't preclude residential development, however much of that residential development has been in the form of rural estates of two or more acres, and on lands that had residential amenities such as woodlands, valleys, or vistas. The economics of utility costs and land values will generally preclude large-lot single family development in these annexed lands.

Whatever the nature of residential development that is attracted to this area, school boundaries – which have heretofore been absolute and inflexible – have traditionally been perceived as establishing limits to what residential areas are integrated into the educational life of the Holland

community. Affiliation with an educational system often creates links to social and cultural opportunity. City of Holland residents in the Hamilton School District, particularly those with young children of elementary school age, are generally more likely to associate with Hamilton community life for certain opportunities than those Holland residents affiliated with one of the Holland schools. One challenge for neighborhood development, then, is to establish a clear sense of community and place, with improvements, facilities, and programs that make connections to the Holland community. At the same time, there may increasingly be need and opportunity, given potential significant residential development both within this neighborhood and on nearby Township lands, for construction of a new elementary school in this area. Residential growth in the Hamilton School District provides a special opportunity for integrating such a school as an important component of the new neighborhood center, within walking distance of four to six hundred new homes and central to the emerging need within the greater Hamilton School district.

While there are identifiable challenges to integrating this new neighborhood with the City of Holland, there are also practical linkages that will help to integrate this area into the City of Holland. With the extension of sewer, water, and electricity, public utilities will be delivered with the same economy and reliability as elsewhere in the city. Police and fire services, street and drain maintenance, code enforcement, and other city services will also be extended at the same level as elsewhere. Apart from governmental services, an additional obvious tie between the South End and the established city is economic. Holland's ability to sustain such endeavors as the revitalization of its park system and the reconstruction of central city streets and utilities derives to a great extent from the growth and prosperity arising from its southerly industrial park over the past 35 years. Some of the annexed lands north of I-196 are already developed with industrial uses that are a natural extension of our established industrial park. Industrial parks generate demand for trucking and warehousing. Trucking and warehousing generate demand for truck fueling, truck stops, truck washes, and truck repair. The developed lands immediately south of I-196 are dominated by such uses. One of our first tasks, therefore, is to affirm the validity of those developed uses in the South End which are natural extensions of the city's current master plan for general industrial uses in the neighborhood, and which also include commercial uses incidental to and supportive of industrial activity.

The Plan acknowledges that lands in the immediate area of the M-40 interchange with I-196, lands along the west side of M-40 for approximately 1400 feet south of 144th Street, and those lands near the intersection of 143rd Avenue and South Washington have all established highway commercial uses or are located in a highway commercial context. While the restrictive covenants that governed the development of Hedcor phases of the southside industrial park helped promote a certain aesthetic standard by prohibiting trucking and warehousing, such restrictions didn't eliminate the need for such uses. They simply squeezed them to fringe areas beyond the industrial park. It is part of that very fringe that the City has now annexed. Trucking and truck support services, warehousing, fuel stations, restaurants, and motels are appropriate and necessary functions to support an adjacent industrial park that provides some 11,000 manufacturing jobs. Our task is to strive to make it a higher quality and more aesthetically pleasing highway commercial development. We would do a disservice to our industrial sector if we believed that annexation and city jurisdiction should eliminate these necessary uses, but we

enhance the potential for this gateway entrance into the City if we more clearly and carefully define the character of this highway corridor.

There are portions of the annexed area suitable for residential development. The economics of developing lands with public utilities will preclude the township trend of single homes on parcels of a few acres. Residential feasibility will require a higher density residential development, with a mix of residential styles that combines single family with apartment, condominium, and townhouse development. This is consistent as well with the broader objective that our urban areas should develop residential areas at more intensive densities in order to reduce the pressure for sprawl of residential uses into rural and agricultural areas. One of the continuing challenges that must be met in encouraging higher density housing, particularly where apartments are an anticipated part of a mix of building types, is the need for effective management of such property. Past experience has shown that individuals building four-plexes or six-plexes on individual parcels often do not provide the level of management oversight appropriate to such units. Often, such effective management requires a sufficiently large number of units to support on-site management. It is a challenge not to overwhelm the residential neighborhood with an over-abundance of these units when the objective is a predominantly single family detached neighborhood.

Additionally, with the current lack of existing parks or recreational open spaces in this area, residential developments should be encouraged to provide public open space and community amenities consistent with the Community Facilities Plan for the South End. The need and opportunity exists to provide open space amenities such as recreational fields, smaller neighborhood parks, pedestrian and bicycle paths, and wildlife corridors throughout this neighborhood and to integrate such open space into the greater area-wide greenway program. Establishment and protection of wildlife and wetland environments is encouraged.

Principles for Development

How do we define a vision for a part of the City where development has already occurred somewhat haphazardly as a result of availability of land and significant traffic volumes rather than according to any forethought, intention or direction? Practically, one cannot assume starting with a clean slate. Certain land uses and investments are in place. What we must do, however, is examine not only the realities of what is currently in place and the intentions of current property owners, but also identify possibilities and opportunities for the future. A substantial number of the properties and a majority of the land area within this South End area are likely to change ownership once this Master Plan and associated zoning changes are adopted.

The prospect for establishing the physical environment that supports a high quality of life in this emerging urban area is very good. However, there is growing concern in Holland and across the country about the form and impact of growth, with sprawl, traffic congestion, environmental and agricultural degradation, loss of sense of community, and threatened family values challenging basic assumptions and formulae for community prosperity. To develop a framework for the future, we must agree on a base of principles that will help us make decisions about the specific elements of the development framework for this South End area.

Overall-

1. Build on the traditions and strengths of the Holland community and on the successful growth and development examples that can be found throughout our City. The City has numerous commercial, institutional, industrial, and residential examples of high quality development, often accomplished through a process involving a strong public/private cooperative effort.
2. Clearly define our efforts as effective planning and growth management, rather than simply as allowing or encouraging continued urban sprawl. These efforts include active and on-going planning, developing a framework and vision for growth, being intentional in our efforts to build community, and defining a special sense of place, where a compact, interconnected mix of uses are mutually supportive and create long-term enduring value.
3. Acknowledge planning and improvement through development is a cyclical process, and that the preferred future of this area will only unfold through a reiterative process of visioning and implementing and measuring progress, then checking the vision and implementing... and so on. This is not a plan that can be adopted and set on a shelf, but rather a plan that must continually be worked and evaluated. It is a cyclical process where earlier decisions are continually forming the basis for later decisions while constantly being evaluated and refined.
4. Build on the specific amenities, opportunities, and adjacencies that can be identified in this South End. Map ___ Influences and Opportunities, displays many of these factors including the extensive transportation network, substantial industrial and industrial-supportive commercial sector, opportunities presented by existing and potential environmental corridors, and the availability of substantial areas of developable land.

Land Use-

1. Build Community and a Special Place: All land use and development decisions should be measured by their ability to build community and to establish a special sense of

place and identity. This South End is already a special and important gateway into the City. The South End has the opportunity to become a special place in itself, a southern focus of diverse development. The industrial south side is a significant influence on its character and reason for being, but not its entire purpose. Trucking, truck support services, etc. are appropriate for some portion of the South End, particularly in the vicinity of the airport and I-196/M-40 interchange. But new opportunities exist where residential and residentially supportive commercial, institutional, and recreational uses can also find a place.

2. Redefining the Pattern: The community can no longer continue on a path of fully segregating residential, commercial, industrial, recreational, and institutional uses. The most significant impacts of this segregation have been the dramatic increase in traffic throughout the community as there is increased reliance upon the automobile for getting about the community, and an increasing separation of households based on income. This Plan rejects the laissez-faire attitude regarding the provision of affordable and convenient housing in favor of promoting a greater balance in the mix of residential and non-residential development. As we develop substantially greater opportunities for employment in our commerce, industry, and institutions, we create increased need for high quality residential living opportunities- for good neighborhoods.
3. Infrastructure: Taken broadly, infrastructure includes all of the structures, facilities, improvements, and programs traditionally required to allow development to progress and for uses to function properly.
 - a. Accessibility- The physical organization of the neighborhood should be supported by a framework of transportation alternatives. Pedestrian and bicycle systems should supplement vehicular movement to maximize access and mobility throughout the region while reducing dependence upon the automobile. Transit service to this South End should be creatively and fully explored.
 - b. Public Open Space and Community Facilities- Land uses and amenities within the neighborhood should include an interconnected network of streets and public open spaces providing opportunities for public gatherings, recreation, and outdoor retreat. These public open spaces also provide the settings for civic buildings and a variety of community facilities, including such facilities as a neighborhood school, churches, specific parks and playgrounds, and pedestrian/bicycle corridors and sidewalks.
 - c. Utilities- The provision of utilities including sanitary and storm sewer, water, electricity, cabled services (cable television, telephone, fiber optics), and natural gas all should be planned and installed in a manner supportive of the realization of the South End Master Plan.
4. Physical Framework: Economic vitality, community stability, and environmental health can not be sustained without a coherent and supportive physical framework. Communities should be designed for the pedestrian and transit as well as the car; cities and towns should be shaped by physically defined and universally accessible public spaces and community institutions; urban places should be framed by architecture and

landscape design that celebrate local history, climate, ecology, and building practice. Sensitive environmental conditions such as river corridors, flood prone areas, and wetlands, should be respected, protected, and integrated into an enhanced overall character of the neighborhood.

5. The Urban Edge: The metropolis has a necessary and fragile relationship to its agrarian hinterland and natural landscapes. The relationship is environmental, economic, and cultural. Farmland and nature are as important to the metropolis as the garden is to the house.

The Neighborhood and the Corridor-

1. Identity and Scale: The neighborhood and the corridor are the essential elements of development and redevelopment in the city. They form identifiable areas that encourage citizens to take responsibility for their maintenance and evolution. The design of neighborhood development should accommodate management techniques and a scale of construction that can be realized incrementally by local development and construction entities.
2. Compactness: Neighborhoods should be compact, pedestrian-friendly, and mixed-use. Many activities of daily living should occur within walking distance, allowing independence to those who do not drive, especially the elderly and the young. Neighborhood conveniences including retail and personal services, schools, recreational opportunities, day care and elder care, civic uses such as libraries, and diverse housing should all be part of the mix. Interconnected networks of streets should be designed to encourage walking, reduce the number and length of automobile trips, and conserve energy.
3. Diversity: Within neighborhoods, a broad range of housing types and price levels can bring people of diverse ages, races, and incomes into daily interaction, strengthening the personal and civic bonds essential to an authentic community. Safety and civic engagement are vital aspects of a good neighborhood. Compactness and intensive housing opportunities promote "eyes on the street" casual but constant surveillance, encourage interaction, and reinforce community identification and association.
4. Integration: Concentrations of civic, institutional, and commercial activity should be embedded in neighborhoods, not isolated in remote, single-use complexes. Community facilities, such as schools, should be scaled to fit into the neighborhood context and located to enable children to walk or bicycle to them.
5. Open Space: A range of parks, from tot-lots and village greens to ballfields and community gardens, should be distributed within neighborhoods. Conservation areas and open lands should be used to define and connect different neighborhoods and districts.
6. Corridors: Corridors are regional connectors of neighborhoods and districts; they range from boulevards and rail lines to rivers and parkways. Development along highway corridors should not displace investment from neighborhood centers. Along corridors of

potential transit service, appropriate building densities and land uses should be within walking distance, permitting public transit to become a more viable alternative to the automobile.

7. Urban Design: The economic health and harmonious evolution of neighborhoods and corridors can be improved through graphic urban design codes that serve as predictable guides for development and change. A primary task of all urban architecture and landscape design is the physical definition of streets and public spaces as places of shared use.

The Block, the Street, and the Building-

1. Character and Context: Individual architectural projects should be seamlessly linked to their surroundings. This issue transcends style. Architecture and landscape design should grow from local climate, topography, history, and building practice. Proposed designs should respond to the best traditions of residential and mixed-use architecture.
2. Safety and Security: The development of successful urban places depends on safety and security. The design of streets and buildings should reinforce safe environments, but not at the expense of accessibility and openness.
3. Pedestrian: Development must adequately accommodate automobiles. It should do so in ways that respect the pedestrian and the form of public space. Streets and squares should be safe, comfortable, and interesting to the pedestrian. Properly configured, they encourage walking and enable neighbors to know each other and protect their communities.
4. Civic Stature: Civic buildings and public gathering places require important sites to reinforce community identity and the culture of democracy. They deserve distinctive form because their role is different from that of other buildings and places that constitute the fabric of the city.

Presumption about Future Urban Expansion-

As described earlier in this master Plan, the City of Holland as it exists today is the result of numerous annexations of surrounding township lands over a long period of time. While the most recent annexation of these 1100 South End acres has triggered this appraisal and master Plan, it is by no means clear whether the future will bring additional annexations. The Master Plan developed herein is intended to function well if no other properties come into the City, particularly if positive development occurs on those nearby township properties in a manner consistent with and supportive of the Plan. The potential, at some point in the future, of additional annexation of nearby properties could provide opportunity for more intensive associated development that could help to reinforce the viability, character, and desirability of the South End. Such additional annexation, and/or cooperative planning and development with Fillmore Township, could realize additional support for the South End neighborhood center and could assist in stimulating consideration of additional new neighborhood centers.

Planning Vision for Specific Properties in the South End

The following pages provide detailed descriptions of the opportunities for development and future land use envisioned by the Master Plan for the City's South End.

The lands within this South End have been divided into four (4) areas, with properties grouped together into each area where there is a common pattern of future land use envisioned. As shown on Map ___, Areas 1 and 2 lie to the north of I-196, with Area 1 on the west side of M-40 and Area 2 east of M-40 along 64th Street; Area 3 concentrates on properties south of I-196 and to the west of the CSX Railroad main line; and Area 4 concentrates on properties primarily in the vicinity of M-40.

Discussion of the Master Plan's proposals and vision for each of these areas is detailed through the following Plan components:

1. **Land Use and Zoning:** This component details the desired land uses and indicates both short-term and long-term zoning designations appropriate to accommodate and encourage the desired uses. See Maps ___ and ___ for the Land Use Plan component of the master Plan. See Maps ___ and ___ for the Proposed Zoning component of the Master Plan.
2. **Major Street Plan:** This Plan identifies the placement and nature of existing and proposed primary streets within the South End. Streets shown will provide the basic elements of a street network, and become the framework to which additional public streets would be connected over time to provide adequate interconnection and access to individual development sites throughout this area. It is expected that right-of-way for these streets will be set aside and that these streets will be constructed and/or reconstructed as development on adjoining or nearby properties becomes imminent. In addition to inclusion within this Master Plan, it is recommended that the Holland City Council specifically adopt this Plan and integrate its implementation into annual capital improvement programming. It is anticipated that implementation will require private, City and State cooperation and assistance.
3. **Community Facilities Plan:** This Plan identifies and locates a variety of community facility improvements. These include the extension of the Macatawa Greenway network into this South End via an exciting rails-to-trails opportunity, utilization of existing and potential new drains, ponds, and transportation corridor edges as wildlife and possible pedestrian / bicycle connections, and extensive construction of sidewalks along all streets. In addition, public open space in the form of parks and recreation facilities is proposed. The projection of 400-600 new homes in the South End, coupled with significant growth in student counts within the Hamilton School District, provide an opportunity for a neighborhood-based elementary school integrated with the compact neighborhood center. In addition to inclusion within this Master Plan, it is recommended that the Holland City Council and specifically adopt this Plan and integrate its implementation into annual capital improvement programming. It is anticipated that implementation will require private, City and Hamilton School District cooperation and assistance.
4. **M-40 Corridor Overlay:** The Master Plan asserts the importance of the M-40 State Highway corridor for its ability to carry substantial volumes of traffic into and out of the

City's southside industrial area, and for its importance as a major Gateway entrance into the Holland community. The functionality and character of this corridor determine the viability for the various uses proposed throughout the Master Plan for this South End. Chronic traffic congestion or unsafe conditions seriously diminish the desirability of this area as a place to do business or to live or even to pass through. Similarly, unattractive buildings and inadequate or _____ site design also reduce the quality and character of the area and discourage quality investment in the development of nearby properties. The M-40 Corridor Overlay is recommended as a zoning tool to introduce additional development requirements and to clarify community expectations for all development within a specified distance of the M-40 right-of-way. In addition to the requirements of the underlying zoning district, it is recommended that additional detailed requirements be developed to address issues of access management, building placement and required yards, lighting, parking, signage, landscaping, and sidewalks within this overlay.

5. I-196 Corridor Overlay: The Master Plan also asserts the importance of the I-196 Federal Highway corridor for its importance as a major Gateway to and through the Holland community. The character of this corridor impacts the viability for the various uses proposed throughout the Master Plan for this South End. The I-196 Corridor Overlay is recommended as a zoning tool to introduce additional development requirements that clarify community expectations for development and improvements within a specified distance of the I-196 right-of-way. It is recommended that detailed requirements be developed to address issues of landscaping, building and parking location, signage, and the use and character of roadside drainage areas along this corridor.
6. Relationship with Adjoining Fillmore Township Properties: Descriptions of each area also include a discussion of the opportunities and impacts of the Master Plan on adjoining properties falling within Fillmore Township.

Area 1: North of Interstate Highway I-196, West of M-40:

1. Land Use and Zoning:

Annexed lands north of I-196 are clustered in two areas.

The first area lies south of the Haworth complex and the eastern approach to Tulip City Airport, bordered by Lincoln Avenue and M-40, and by 64th Street and I-196. It is already developed with a number of small industries, tooling shops, and distributorships. Although the predominant activity on developed sites is manufacturing, service businesses and wholesale businesses are intermixed in an acceptable blend of industrial and commercial activity. This area will be served by both sewer and water through projects constructed during the summer of 2000.

Industrial is an appropriate land use designation, and it is recommended that this land be both planned and zoned for I-1 Industrial uses.

2. Major Street Plan:

Vehicular access to properties along the south side of 64th Street east of Lincoln Avenue will occur in a manner comparable to existing and planned developments to the west, with a series of cul-de-sac and possibly looping roadways with access limited to 64th Street. Pedestrian circulation in this area is limited to public sidewalks that would be required along frontages of all streets.

3. Community Facilities Plan:

Sidewalks along all streets are important connectors throughout this area. Development plans for individual properties should be examined with the objective of utilizing the drain extending the length of the I-196 frontage on most properties as a possible wildlife corridor, as well as an opportunity to extend and interconnect bicycle and pedestrian paths.

4. M-40 Corridor Overlay Plan:

Not applicable.

5. I-196 Corridor Overlay Plan:

Area 1 has frontage along Interstate Highway I-196. It is intended that this highway frontage be treated with special consideration for a drain and landscaped wildlife corridor (as described in community facilities above), with landscape buffering that provides a visual screen from the highway to the rear yards and storage areas of area industry, and with possible bicycle/pedestrian connections. Such a corridor enhances connections with other publicly accessible open space and with the potential "rails to trails" greenway corridor.

6. Relationship with and Opportunities for Adjoining Fillmore Township Properties:

Area 1: Not applicable.

Area 2: *North of Interstate Highway I-196, East of M-40:*

1. Land Use and Zoning:

The second area of annexed land north of I-196 lies south of 48th Street and east of the CSX Railroad Hamilton spur. The City has received a petition for rezoning of this 83-acre area from Grooters Land Development. This company already has developed I-2 Industrial Park lands to the west in adjoining portions of the City near the juncture of Waverly Road and M-40, and has expressed a wish to continue that development in the annexed area. In previous development, Grooters has extended public sewer and water easterly from M-40 to the railroad line, where the utilities are currently available for extension under the tracks and into the annexed area. It is recommended that the annexed lands North of I-196, East of M-40, and north of the North Branch of the Macatawa River be planned and zoned for I-2 Industrial Park development. Portions of these properties encompassing the River corridor and associated flood-prone areas should remain in an agriculture use designation and in an AG agricultural zone district.

7. Major Street Plan:

Current access to these properties is from 48th Street. The land is separated from the existing Grooters warehousing complex by the Hamilton CSX railroad spur. With future development of similar uses on these properties, additional access may be possible across these tracks in a manner internal to the overall development site. Should such crossings occur, it is important to assure that use of the CSX spur is not compromised either for current rail uses or for possible future transit and/or pedestrian/bike functions. Pedestrian access is similarly limited to public sidewalks that would be required along the frontages of all streets. Should the opportunity for alternative use of the Hamilton CSX railroad spur right-of-way be realized, use of the corridor for pedestrian and bicycle circulation would be enhanced where connections to public sidewalks and possible private walks and recreational uses are incorporated into new development.

8. Community Facilities Plan:

Properties in this area are significantly impacted by the portion of the North Branch of the Macatawa River bisecting the largest single parcel and running along the southern edges of the remaining parcels to the east. This important drain runs under the Hamilton CSX railroad line, along Cabill Drive, under M-40, and across Haworth-owned property to the west of M-40. In addition to being an important flood-protection component in the area's drainage system, this drain serves as a significant wildlife and vegetative corridor and buffer.

9. M-40 Corridor Overlay Plan:

Not applicable.

10. I-196 Corridor Overlay Plan:

To a lesser extent, Area 2 has a narrow piece of frontage along Interstate Highway I-196. It is intended that this highway frontage be treated with special consideration for a drain and landscaped wildlife corridor (as described in community facilities above), possibly tying in with the River corridor to the north.

11. Relationship with and Opportunities for Adjoining Fillmore Township Properties:

48th Street/146th Avenue serves as a major connector across I-196 to the east, and these parcels are presently the transition from the southside industrial complex to the west and rural residential and agricultural properties in the Township to the north and east. The recent widening and extension of Waverly Avenue just to the west of these properties reflects the intensification of industrial and commercial development in this part of the City. Redevelopment of property for industrial uses within this area continues that intensification. This development will indisputably alter the rural character of this stretch of 48th Street/146th Avenue, and can have a significant impact relative to traffic and noise on nearby properties currently lying in Fillmore Township. Site planning for individual developments in this area must consider setbacks of buildings, truck activity areas, driveways, and parking from adjacent residential uses. Placement of driveway curb cuts servicing these industrial developments similarly should be carefully placed to minimize impact on nearby non-industrial uses. Substantial buffering between these industrial uses and nearby residential and agricultural properties to the east is also important.

Area 3: South of Interstate I-196 and West of the CSX Railroad Main Line:

1. Land Use and Zoning:

This area is a linear strip of some 280 acres that includes the interstate highway and lands southward to 143rd Avenue. The area is accessed by overpasses over I-196 on South Washington and Lincoln Avenues, and the mile stretch of 143rd Avenue that connects these two streets. Faith Christian Center is the largest non-agricultural land use at present, but the 40 acres west of Washington are currently under development by AMS Trucking for their facilities and other commercial or industrial uses yet to be determined. The continuation of South Washington (still called Blue Star Highway in the township) is bordered by equipment sales, service commercial, building trades shops, and similar highway commercial. Recent development on the township side of 143rd Avenue east of Washington points to a similar trend. Additional development to the south in the Township also includes several large-lot residential properties and an approximately 120 +/- acre outdoor learning center being developed by Wildlife Unlimited.

As a public assemblage use, Faith Christian Center would not be allowed in an industrial district and zoning their 40 acres residential in the absence of any residential context would be inappropriate. It is recommended the church property be planned for commercial use and zoned C-2 Highway Commercial, thereby allowing the church to continue growth as a conforming use and allowing additional commercial development close to South Washington Avenue should some of the property not be needed for church use. It is recommended that the 40-acre parcel under development by AMS Trucking be master planned for commercial uses on the south half of the site, and for industrial uses on the north half of the property. It is recommended that the south half of the property be zoned immediately C-2 Highway Commercial. Short term, with no immediate plans to develop the north half of the site, the property owner has requested that it remain zoned AG Agriculture, recognizing that the long-term recommendation is for I-1 industrial zoning or an expansion of the C-2 Highway Commercial zone. This zoning would allow the existing commercial development to proceed without any non-conforming use or structure issues, while not precluding the future intermixture of manufacturing and/or commercial activities on the site with a future rezoning on the north half.

Property east of the Faith Christian Center parallels the I-196 highway corridor, sits in relatively close proximity to the Tulip City Airport with a portion of the properties falling in alignment with the Airport's future north-south runway, and is bordered on the east by the busy main line of the CSX railroad line between Grand Rapids and Chicago. Considerable discussion regarding the future of this area focused on whether development might include residential uses. The consensus reached, with support from one property owner who controls approximately 40 acres in this area, is that the influences of nearby highway commercial uses along South Washington and transportation systems, coupled with the expectation of increased 143rd Street traffic with future extension through to M-40, discourage residential use. It is recommended that the 160 acres or so east of Faith Christian Center be planned for industrial use, with I-1 or I-2 Industrial zone designations recommended. Further, it is recommended that rezoning be staged to coincide with the planned extension of sewer and water utilities. Properties not yet served by utilities should be affirmed with AG Agricultural zoning. With water currently being extended to the 40-acre Darby property, rezoning of this property should proceed.

2. Major Street Plan:

With continuing redevelopment, the primary vehicular circulation in this Area 3 will continue to be via the two north-south routes (South Washington and Lincoln Avenues) and the east-west 143rd Avenue. As discussion regarding Area 4 will present, this alignment of 143rd Avenue is intended eventually to connect through to a new intersection on M-40, greatly enhancing accessibility to this area for commercial and industrial activities. Access to the north side properties along 143rd Avenue will, similar to parcels in Area 1, be either cul-de-sac or loop roads from 143rd. This is again similar to the pattern of access to industrial properties immediately to the north across Interstate I-196. Pedestrian and bicycle connections are limited in this area to public sidewalks installed along existing and new streets incrementally as development occurs. Connections between cul-de-sacs and to any private paths or recreational amenities are encouraged.

3. Community Facilities Plan:

This area is quite unremarkable in regards to existing landscape amenity or natural resource character. Predominantly flat farmland is marked by clearly visible drains running north-south, and a drain servicing the Interstate running parallel to the highway immediately to the highway's south. As development of these parcels occurs, property owners are encouraged to utilize surface drains and necessary retention and detention basins as wildlife corridors and accessible open space amenities.

4. M-40 Corridor Overlay Plan:

The M-40 corridor does not cross this area. However, similar considerations regarding corridor character apply to the South Washington Avenue/Blue Star Highway corridor, only a short length of which falls within the City of Holland south of Interstate I-196. Cooperative efforts between the City and Township along this corridor could work toward enhancing the character and quality of this highway as well.

5. I-196 Corridor Overlay Plan:

A significant stretch of approximately 7,800 feet of Interstate I-196 extends along the northern edge of Area 3. This path through our transportation and industrial heart offers great opportunity to leave a positive and lasting impression of the community. Opportunities abound in this stretch, both on recently annexed properties as well as properties within the City, to increase landscaping and buffering as a screen or filter to the diverse industrial facilities along this corridor. Outside storage on these nearby properties should be better screened and maintained. Existing drains associated with the highway as well as with several private properties could be enhanced to serve stormwater management needs as well as greenbelt and possibly even pedestrian/bicycle corridor opportunities serving both the new neighborhood and existing and anticipated industrial and commercial employees.

6. Relationship with Adjoining Fillmore Township Properties:

This area will be significantly impacted by continuing development in Fillmore Township, particularly to the south. The Blue Star Highway corridor presents challenges over time as traffic and activity increases. The extension of 143rd Street through to M-40 offers greater access to this area and brings with it challenges in terms of design, street character, and additional traffic. South End industrial properties along the north side of this street will likely face commercial and

residential properties to the south. The large area of private open space currently being developed in the Township by Wildlife Unlimited encourages exploration of the possibility of expanding greenway pedestrian and bicycle connections between the emerging South End network and properties to the south.

Area 4: South of Interstate I-196 and East & West of Highway M-40:

1. Land Use and Zoning:

By far the most complex of the annexed areas due in part to the existing mixture of land uses, this area invites the most complex ranges of development possibilities as well. Proposed land uses within this area, and recommendations for zoning designation, are best understood through a review of Maps ___ and ___.

Vicinity of I-196 / M-40 Interchange:

While the I-196 highway gives portions of this area considerable visibility, access to private lands is primarily from M-40 (running diagonally through the area), from 64th Street (formerly 144th Avenue which runs east to a "T" intersection at 52nd Street and west from M-40 to a dead end), and from 52nd Street (the new border between the city and the township at the eastern edge of the annexed lands). Lands northwest of 64th Street and M-40, and lands northeast of 64th and M-40 to the CSX railroad Hamilton spur, are characterized by highway frontage and highway commercial uses. For the most part, they were previously zoned for commercial activity in the Township. Continuing the opportunity for such uses is appropriate both northwest of 64th and M-40, as well as for properties along M-40 to the northeast of the intersection. Properties to the east of the large pond, owned by All Properties Unlimited (Grabell), should be supported in their continued use for trucking and storage activities, but within an industrial land use designation. It is not intended that such large expanses be opened up for commercial mall-type development but rather remain as a supporting use to the City's southside industrial sector. Further, it is important to establish a limit or edge to the extent of commercial and industrial development to avoid potential intrusion into the planned residential neighborhood to the east and south of these properties. The railroad right-of-way, with a much desired potential greenway/rails-to-trails connection, should be adequately buffered and serve as the dividing line between existing industrial uses and residential potential to the east. Similarly, along 64th (was 144th) Street, a portion of these properties should also serve as a transition between the same industrial uses and residential potential to the south.

It is recommended that, upon completion of the development of new M-40 Corridor Overlay zoning described elsewhere in this document, portions of the existing C-2 Highway Commercial north of 64th Street/144th Street be affirmed as having the appropriate land use designation and zoning. Other portions, particularly including the All Properties Unlimited (Grabell) land are designated on the Land Use Plan for industrial use and proposed for I-2 Industrial zoning. The transitional area shown on the Land Use Plan as office/service uses is proposed for Planned Unit Development (PUD) zoning. See the Proposed Zoning Map for specific details.

West of M-40:

On the south side of 64th Street west of M-40, there are several parcels comprising a total area of about 150 acres (including portions of properties currently owned by Genzink, Lampen, Achterhoff, Rietman, and Ponstein). Except for a small commercial storage building, a pair of residential structures, and a truck repair facility, these lands are largely undeveloped. One large pond and a series of smaller ponds and wet land areas are the most significant features on this land. While it is not essential that they be developed as a singular development, cohesion and compatibility among these parcels is important. The highway exposure, accessibility to the

interchange, and pressing market interests make a large portion of this acreage suitable for and shown on the Land Use Plan as industrial development. A portion of this land immediately adjacent to M-40, with highway visibility, heavy highway traffic volumes, is supported by the Land Use Plan designation of highway commercial use. The southern portions of the Genzink and Achterhoff properties, including substantial land areas around the ponds, create opportunities for residential development. With the objective of integrating a mix of uses in this South End, this area is designated on the Land Use Plan for residential use.

It is recommended that a portion of the highway commercial lands be affirmed as C-2 highway commercial zoning along M-40, that portions of the lands suitable for industrial use be rezoned to I-1 and I-2 Industrial zones as shown on the Proposed Zoning Map, and that the remainder of the lands be rezoned to Planned Residential Development.

The remaining approximately 60 acres west of M-40 and south of 64th (south of the Ponstein property) is dominated by the truck stop, truck brokerage, truck wash, restaurant, and Smith's Turkey Farms feed mill. Most of it was annexed as C-2 Commercial. The Land Use Plan states that only a portion of this area is affirmed as highway commercial in land use and subsequently recommended to be affirmed as C-2 Highway Commercial zoning. This includes property immediately adjacent to M-40 containing the truck/auto fueling facility, convenience store, and restaurant. Property to the west, including rear portions of the truck stop facility, are shown on the Land Use Plan as industrial land use and is recommended for rezoning to I-1 Industrial, a classification that allows limited commercial uses such as the existing truck wash and associated possible retail uses. Such zoning would preclude food service and discourage larger scale commercial redevelopment.

Lying along the southern edge of the truck stop / restaurant cluster of uses, an additional approximately forty-eight acres owned currently by Yanco Investments, along with properties owned by Rozema, Essenburg, Smith, Smith and Buis, and Smith Turkey Farm, were annexed into the City as highway commercial along M-40 and agricultural to the west. In the City's Master Plan for this South End, these properties are viewed as transition areas and a primary gateway into a new residential neighborhood to the west. The Land Use Plan calls for the use of office/service uses as a transitional use along the northern edge of this area from highway and trucking related uses on the north to residential uses to the south and west. Zoning designation for these transitional properties is recommended as Planned Unit Development. Southern portions of these properties, which connect to potential residential development in the area of the ponds identified above, are designated for residential uses, with proposed zoning targeted as Planned Residential Development.

All of this residential property is intended as compact, predominantly single-family but with opportunity for a mix of housing types, well interconnected with public streets and sidewalks, and with high quality and useable public open space in the form of parks, playgrounds, and the street right-of-way itself. Residential development must comply with the principles stated earlier for new neighborhoods.

East of M-40:

On the east side of M-40, south of 144th Street and the highway commercial uses gathered at the highway interchange, the Master Plan proposes the creation of a special place, a new neighborhood structured around a new mixed-use neighborhood center, the heart of the South End neighborhood. This Center would integrate neighborhood supportive commercial uses (and associated upper story potential for office and residential use) with opportunities for community amenities such as public recreational open space and a community elementary school. These uses would be connected through a pleasant, pedestrian-oriented streetscape environment to a diversity of residential opportunities at significant densities to provide a critical neighborhood intensity of activity. Points of vehicular access and parking opportunities would be plentiful while respecting the pedestrian orientation of this central area.

Existing and potential limited expansion of trucking and industrial/commercial service uses along M-40 and to the north along the north side of 144th Street can co-exist with this new neighborhood through careful attention to access management, separation of trucking access, and buffering and screening residential and pedestrian areas from noise, dust and excessive light. In perhaps new ways, additional commercial activities more often found in free standing strip centers can be integrated with the pedestrian-oriented neighborhood center rather than strung along the highway in discrete shopping centers. While taking advantage of the market presented by high traffic volumes of M-40 and servicing the needs of a large industrial sector and an emerging neighborhood, creatively designed and integrated mixed uses can reinforce the pedestrian-oriented neighborhood center character and vitality.

The presence of significant land area and several ponds to the west of this proposed neighborhood center and significant land availability to the east of the proposed center provide opportunities for substantial residential development. The fundamental reference point for the development of this new neighborhood is the character of our existing traditional central neighborhoods. These neighborhoods model a contemporary approach to neighborhood development currently well-studied and defined in the principles and objectives of New Urbanism. These principles are presented as objectives of this Master Plan earlier in this document. In this neighborhood, residences, shops, workplaces, and civic buildings are all in close proximity to compact residential development. Walking distances define certain limits within the neighborhood and influence the placement of certain uses. A hierarchy of streets serve the needs of pedestrians, bicycles, and the automobile. Civic buildings, public open space, and private buildings all reinforce the identity of the neighborhood.

Once again, the Plan recommends the use of a new zoning tool, a Traditional Neighborhood overlay zone to assure that properties within the neighborhood center and residential areas are developed in a manner consistent with New Urbanism principles and good neighborhood objectives. This zone district will elaborate on principles for development and provide direction regarding community expectations and development standards for the areas to be zoned Planned Unit Development and Planned Residential Development.

The expectation for these residential areas is that the dominant housing type will be single family detached homes at significant density. Integrated with the predominantly single family development are opportunities for attached single family uses (such as duplexes and townhouses) and for apartment and condominium buildings. The plan does not envision nor accept large

discrete multi-family complexes, but rather looks for those multi-family units to be well integrated within the predominantly single family neighborhood. It is expected that higher density buildings (apartments and condominiums) could serve well adjacent to commercial, industrial, and neighborhood center uses. The overall density for the residential development should average four to six units per acre, with higher density anticipated in multifamily buildings and potentially lower density in those areas away from the neighborhood center where a high water table, perched water and difficult drainage may require greater flexibility and more creative site planning.

The plan also expects that a mix of housing types will also accommodate a mix in cost of residential homes, and therefore greater diversity in income levels. Consistent with the City of Holland's policy for new residential development, the Plan calls for ten to fifteen percent of the new housing be targeted as affordable housing and distributed reasonably well throughout the neighborhood.

As shown on the Land Use Plan, it is envisioned that residential uses will occur immediately to the west of office / service transitional uses that line M-40 both north and south of the neighborhood center. These residential uses, along with public facilities that could include a neighborhood elementary school and recreational facilities (with a combined public facility land area of 25 to 30 acres), would extend east and south to the City boundary.

To the north of the neighborhood center, an approximately 55 acre irregular parcel and two smaller properties lying north of 64th Street between the Hamilton spur and 52nd Street share many of the same characteristics with the approximately 150 acres west of M-40. Three single family homes and a communication tower are the only structures on these properties. Their dominant neighbors are the railroad spur and the Grabell trucking/warehousing to the west. While the CSX rail spur to Hamilton is very seldomly used and in deteriorating condition, a longstanding petition to abandon this rail spur is dormant. Should this line ever be abandoned, it would be very desirable to incorporate this right-of-way into the Macatawa Greenway system as a rails-to-trails pedestrian and bicycle corridor. This corridor would tie the neighborhood center with the possible elementary school, and with the new residential uses in this South End to the Macatawa River corridor and greater Macatawa Greenway connections further to the north. Under its current status, or even better as an open space corridor, this rail corridor provides a great edge to the commercial/trucking activities to the west and residential opportunities to the east.

Frontage to the larger parcel on 52nd Street is small relative to parcel size. 52nd Street is primarily a residential road for areas still in Fillmore Township, and serves as the primary vehicular and sidewalk link from this larger parcel to the other areas annexed into the City. The Master Plan designates the use of this larger parcel and the other existing residential lots for residential development, an important area of future residential homes that add critical mass in support of the compact neighborhood and mixed use neighborhood center to the south. It is recommended these parcels be zoned for Planned Residential Development, with development in a compact, predominantly single family detached and well-interconnected layout with densities averaging four to six units per acre. Residential development must comply with the principles defined earlier for new neighborhoods.

South of 64th Street and east of M-40, the character of M-40 traffic and the nature of commercial uses on the west side of the highway do not support residential development immediately adjacent to the highway. Since highway commercial character dominates M-40 frontage not only in the city, but continues in a lesser intensity southerly into Fillmore Township, lands along M-40 for a distance of approximately 400 feet of depth are planned for highway commercial uses and recommended for C-2 Highway Commercial zoning for a distance of approximately 1200 feet south of the M-40 / 144th Street intersection.

2. Major Street Plan:

The Major Street Plan element of the Master Plan is a very critical element in the vision for this Area 4. Most importantly, the future character and capacity and "behavior" of M-40 as it enters the City through this neighborhood is vital to assuring that the different uses and quality of development will occur. M-40 is a major route into the City from the southeast and traffic will continue to increase. The corridor must effectively serve those commercial and non-commercial users of this route whether or not they have as a destination some point in the South End. Working with the Michigan Department of Transportation (MDOT), the initial direction is to consider this route as a four-lane highway, with access limited primarily to four points of intersection with this South End neighborhood. The Plan recommends that access to highway fronting lots occur via one or more of those four intersections and then along public streets that would provide access to those highway-fronting lots from the side or rear.

In addition to the four intersections, MDOT has indicated their desire and planning to make improvements to the interchange of M-40 with I-196. It is believed that changes as discussed to date would work adequately with the Master Plan, however consideration should be expanded to evaluate the impact of a boulevard configuration through the South End on the bridge and interchange configuration, as well as assuring adequate accommodation for pedestrian and bicycle movement.

The engineering design and resulting character of the intersections is important in assuring convenient, attractive, and safe access to this neighborhood while maintaining safe and efficient movement through the corridor. The City must continue to work with MDOT on exploring options ranging from the initially exciting potential for roundabouts that could help to define the unique character of this neighborhood, to more conventional indirect left turn and/or direct left turn configurations. Decisions regarding street cross section and intersection design must consider the range of impacts of this decision. Preliminary discussions indicate the need for additional highway right-of-way (anticipated to be an additional 40 feet beyond the current 100-foot right-of-way) to accommodate a preferred boulevard configuration with perhaps additional land at the intersections. Pedestrian and bicycle pathways along the highway and crossings at intersections are vital to linking residential (and commercial) development on the west side of M-40 with the neighborhood center on the east side. The Plan illustrates the potential for bridging across the highway at the neighborhood center to allow safe crossings at the heart of such pedestrian activity.

As noted above, a secondary tier of streets provide access to highway fronting properties. They are also part of the network of streets planned to fully interconnect this area. A grid of

interconnected streets is planned to provide multiple ways of getting from one point to another, of moving between residential, commercial, educational, and recreational uses. This grid (term applied loosely) should interconnect to the existing important streets of 52nd Street and 144th Street. On the west side of M-40, the Plan calls for the extension of new streets along the extended alignments of existing streets in the Township, with the long term intention of weaving this neighborhood and its circulation in with the network existing in the Township. North-south streets greatly enhance access to properties currently with very limited access and offer future extension south into the Township. A major new street is proposed as a connector with existing 143rd Street to the west, along the same alignment to connect with M-40 at one of the four major intersections. Completion of this street will depend on cooperation across two "gaps" in the corridor where the street would leave the City and run through the Township before re-entering the City and continuing along its east-west path.

Not shown on this plan are additional streets, intended in this Master Plan to be public streets, that will interconnect between the illustrated major streets and provide the finer level of connection and access necessary for individual properties and different land uses.

3. Community Facilities Plan:

The Community Facilities Plan for Area 4 is comprised of the following key components:

- a. Educational Facility: The plan has identified the opportunity and important potential for an elementary school to become a part of the neighborhood center. Such a public facility can provide enormous benefit to this compact neighborhood, serving as a community center as well as an immediately accessible educational facility. The proposed location for the school includes approximately 15 acres of land immediately adjacent to and anchoring the neighborhood center and adjacent to the recreational land described below. This site area is roughly comparable to site area of the City's Jefferson Elementary School, where ample school recreational and parking needs are accommodated along with a sizeable school building.
- b. Parks and Recreational Areas: Several sites have been identified for public park land and recreational uses. The largest of these areas is the approximately 13 to 14 acre site adjacent to the proposed elementary school site where it is anticipated more active recreational facilities such as soccer and ballfields would be located, again in close proximity to the compact neighborhood center and residential area. This site is also the location of a planned electrical substation and new water tower, so final site design would need to work around these elements.

Additional park space, defined more accurately as providing neighborhood park and playground opportunities, are shown and integrated into the residential areas of the neighborhood. Along the CSX railroad spur (hopefully a new rails-to-trails conversion in the future), an approximately 2.5 acre park/playground is identified. Additional opportunity and need would likely exist for publicly accessible open space further to the north within a new residential development on what is today the DeWitt property. A similar opportunity for neighborhood open space is proposed along 144th Street as a buffer and focal point where commercial and residential uses converge.

To the west of M-40, two areas of public open space have been identified with the intent of providing neighborhood park, playground and recreational opportunity. A six acre park has been identified as part of the transitional area between industrial uses and residential homes in an area that currently has significant drainage issues. Further to the west, with the intent of capitalizing on the presence of a large pond, an additional park/playground location has been proposed that would contain from one to two acres of land with water frontage and public access.

- c. **Pedestrian and Bicycle Facilities:** The primary facilities providing for pedestrian and bicycle circulation throughout Area 4 are intended to be the public sidewalk network which will be a required improvement on all streets. Just as the Plan envisions an interconnected network of streets for vehicular access, so to does this encourage non-motorized travel and access for people of all ages. One of the more exciting opportunities supported by this master Plan is the potential for conversion of the CSX railroad spur from very infrequent train usage to a public rails-to-trails biking and walking corridor. This conversion would fully interconnect neighborhood, neighborhood center, educational, and recreational functions and activities with the greater Macatawa Greenway network and industrial uses to the north, and to Hamilton venues to the south. The Plan also envisions the enhancement of drainage corridors throughout this area for at least enhanced environmental/wildlife amenities and with the possibility of additional pedestrian paths interconnecting those areas.

4. M-40 Corridor Overlay Plan:

The Plan recommends the use of an overlay zoning tool to better define the expectations and requirements for development of properties within a specified distance from the M-40 right-of-way. This M-40 Corridor Overlay Zone district would address issues such as the character of the highway corridor, the placement of buildings, signage, and parking, landscaping, pedestrian and bicycle paths, and access management in an attempt to more clearly define the special character of this place.

4. I-196 Corridor Overlay Plan:

Similarly, this Master Plan looks at the opportunity to define a greener and more attractive corridor along the I-196 highway corridor. The Plan recommends the use of the corridor overlay zoning tool to enhance the edge conditions of properties adjacent to the highway, including both properties previously within the City and those recently annexed in the South End. In Area 4, properties are predominantly Master Planned for highway commercial and industrial uses, with a narrow section of residential development at the west edge of this area. Requirements are expected to focus primarily on provisions for screening and buffering adjacent uses.

6. Relationship with Adjoining Fillmore Township Properties:

As is true in other areas of the South End, the development of property in accordance with this Master Plan raises opportunities and challenges for properties within the adjoining Township. The character of development along M-40 south of the City is of considerable interest to the City as it will continue to signal one's arrival to the Holland community. The Township will be encouraged to draw from the concepts developed in the M-40 Corridor overlay zone to encourage quality development along this corridor. The development of a compact and vibrant neighborhood center should serve as a welcome addition to the more rural residential community

in the Township. Opportunities for shopping, schooling, and recreation should be well-received. The opportunity on surrounding properties for additional development should be encouraged in a form and use that is compatible with the residential neighborhood that will fill most of the edges of the City in Area 4. One of the principles of this Master Plan is the promotion of compact, walkable communities. Another is the encouragement of a rural/urban edge. These both speak to the need of the city and Township to examine just where this edge should occur, and how additional residential development can occur in a compact manner while honoring the edge and rural/agricultural opportunities beyond.

Implementation Through Strategic Actions.

The following outline summarizes proposed steps necessary to implement the recommendations of this Master Plan following Planning Commission adoption.

1. Adoption of Plan on November 14, 2000 (anticipated)
 - includes plans, executive summary, text.

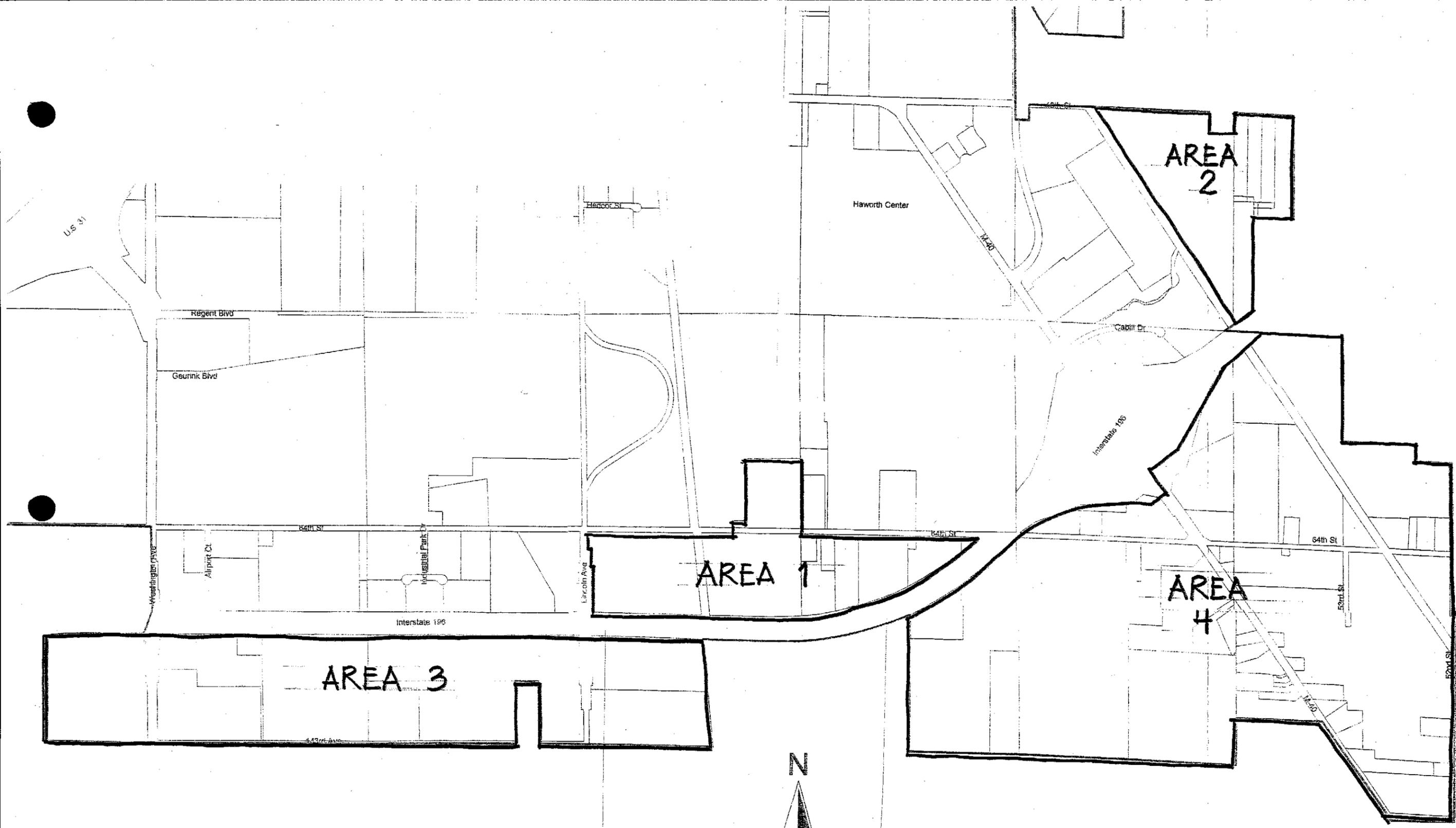
2. Joint Planning Commission/City Council Study Session to present the Master Plan for Council's information and use.
 - City Council adoption of major street plan and community facilities plan.

3. Initiation of Rezonings:
 - Include affirmation of existing zoning where appropriate and proposed changes in zone designations.
 - Schedule upcoming hearings on text amendments and rezonings.
 - a. Grooters and Velhoffs, done.
 - b. Mulder, Faith Christian, Darby, action to schedule November 14 for December 12.
 - c. Moratorium on C-2 building permits and approvals, action to schedule November 14 for December 12.
 - d. Overlay Text Amendments:
 1. M-40 Corridor, schedule uncertain.
 2. I-196 Corridor, schedule uncertain.
 3. Traditional Neighborhood, schedule uncertain.
 - e. Additional Zoning Text Amendments:
 1. C-1 Zoning, schedule uncertain.
 2. Site Plan Review in I-2 Industrial Zone. Action to schedule November 28 for December 12.
 - Public Hearing on Zoning Map changes- November 28.
 - a. Grooters property.
 - b. Veldhoff properties and others nearby.
 - Public Hearing on Zoning Map Changes and Text Amendments- December 12.
 - a. Mulder, Faith Christian, Darby and others.
 - b. Moratorium on C-2 building permits and approvals.
 - c. Site Plan Review in I-2 Industrial Zone.
 - Continue Work on Area 4: M-40 Corridor and Neighborhood area.
 - a. Develop and adopt: M-40 Corridor Overlay
I-196 Corridor Overlay
Traditional Neighborhood Overlay
 - b. Adopt non-PD district designations (I-1, I-2 and C-2).
 - c. Affirm other existing zoning (AG) as interim zone.
 - d. Adopt PUD and PRD designations upon request subject to filing of plan.

4. Day-to-Day Working of the Plan: In order for this Master Plan to come to fruition, coordinated and aggressive efforts on the part of the City working with existing and potential property owners, various utilities, special interest organizations, City Departments, and various boards and committees is necessary. This is not a situation where simply adopting a master plan and zoning will assure that pieces will fall into place. There must be ongoing nurturing of the intentions and vision for this area, with specific individuals and/or a committee charged with carrying this forward.

- Discussion with City Manager.
- Establish committee and assign staff person.
- Promotion of the plan with City Council, property owners, potential developers.
- Work the implementation:
 - a. MDOT/MACC
 - b. City Streets and Sidewalks
 - c. BPW
 - d. City Recreation
 - e. City Fire and Police
 - f. Hamilton Schools
 - g. Fillmore Township
 - h. Macatawa Greenway
 - i. CSX
 - j. City Stormwater Management
 - k. Drain Commission
 - l. Gas Companies
 - m. Attorneys
 - n. Plan Review and Facilitation

5. Durability of the Plan. This South End area is under substantial pressures for development, due in part to general growth pressures in the Holland area and in part to the immediate pressure on existing property owners brought on by the extension of utilities (and their associated significant assessments) in advance of a plan and schedule for growth. There must, however, be a watchful patience on the part of the City in assuring that this Plan has been given adequate attention and adequate time to become reality. Particularly in Area 4, the complex nature of creating good neighborhoods and the multi-faceted nature of the players in such an endeavor require time to work through significant decisions. The community envisioned in this area is, in many ways, an obvious and common pattern of neighborhood found in Holland's central neighborhoods and elsewhere. But it is also a pattern of development we have forgotten about for many years and one which we are not so immediately familiar with because of changes that have occurred in standards and expectations over the past 50 years. Certainly factors have changed and current technologies and needs and expectations must be woven into a more traditional pattern of community development. To accomplish this Plan, time to grow the neighborhood, to allow the community to evolve is necessary. Over time, there will likely be adjustments to the Plan and zoning for this area. The should come, however, after careful study and evaluation relative to the objectives and principles of this Master Plan, and should not be subject to the momentary enthusiasm of tomorrow's next quick redevelopment scheme.

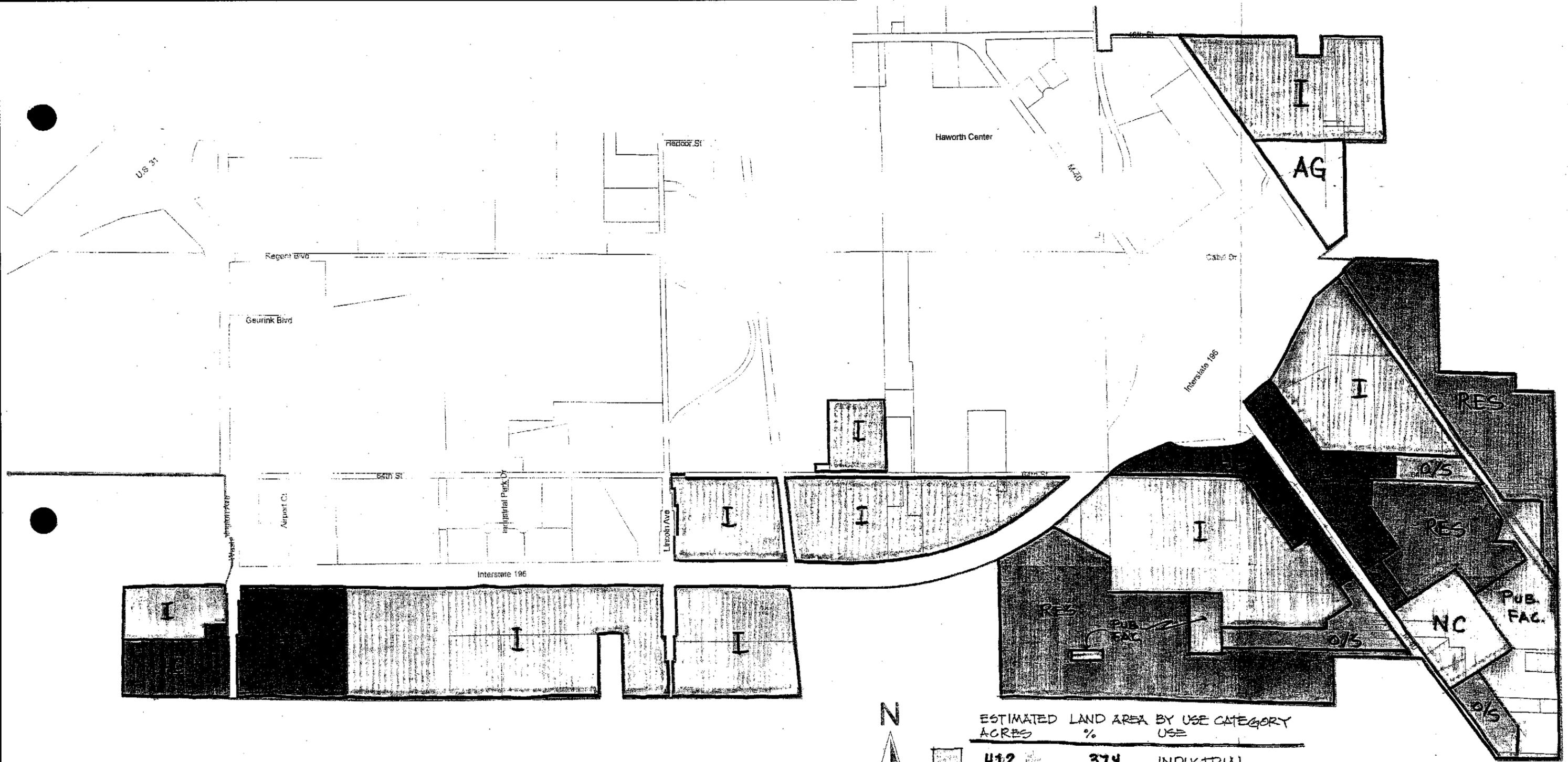


SOUTH END MASTER PLAN
City of Holland

STUDY AREAS

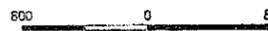


- Text Street Right of Way Names
- City Limits
- Parcel



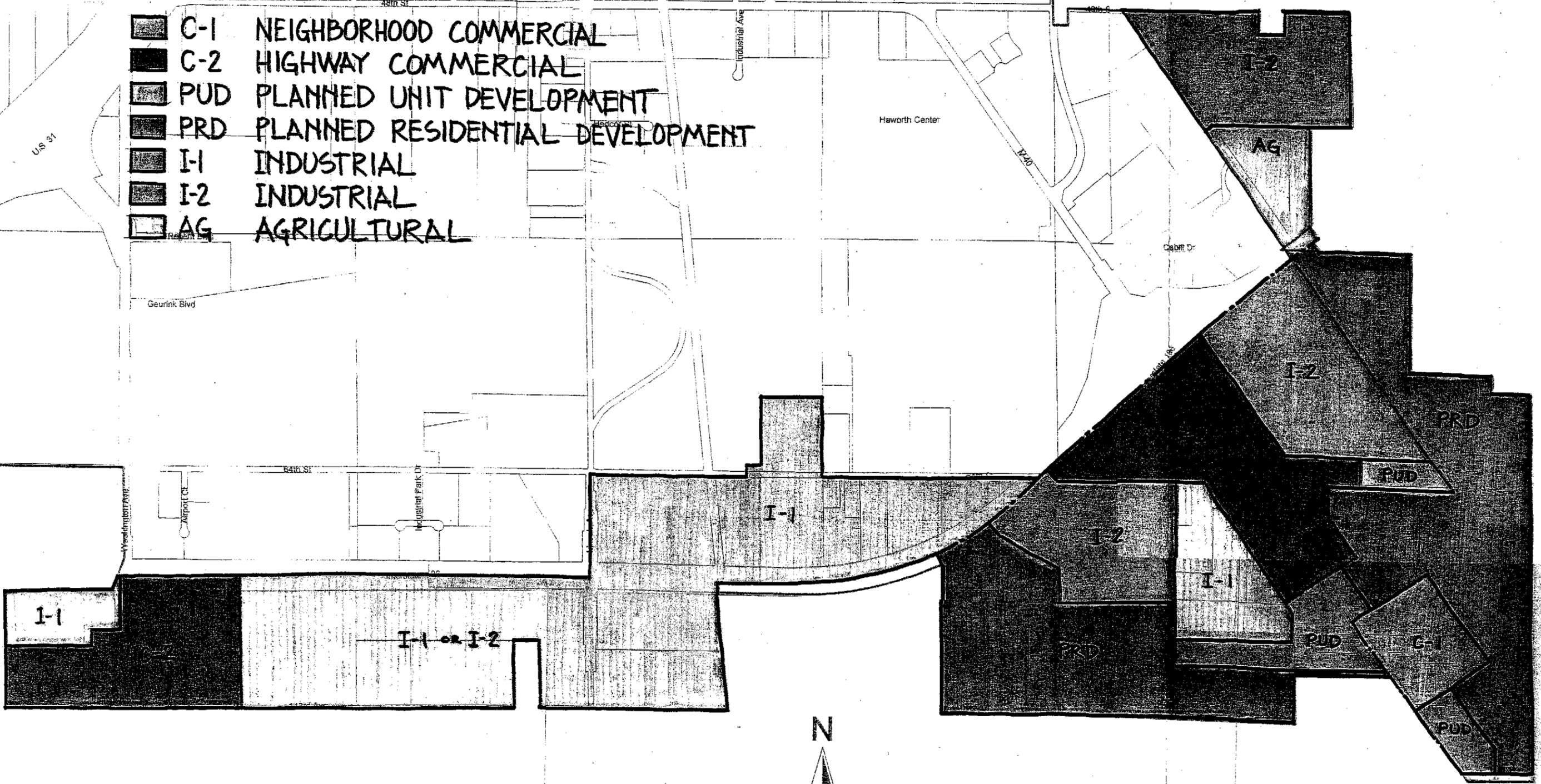
SOUTH END MASTER PLAN
City of Holland

LAND USE PLAN



ESTIMATED LAND AREA ACRES	%	BY USE CATEGORY USE
412	37.4	INDUSTRIAL
158.1	14.4	COMMERCIAL
202	18.4	RESIDENTIAL
25	2.3	NEIGHBORHOOD CENTER
53.1	4.8	PUBLIC FACILITIES (SCHOOL, RECREATION, ETC)
204.5	18.5	HIGHWAY
31.6	2.9	OFFICE / SERVICE
14.6	1.3	AGRICULTURE

-  C-1 NEIGHBORHOOD COMMERCIAL
-  C-2 HIGHWAY COMMERCIAL
-  PUD PLANNED UNIT DEVELOPMENT
-  PRD PLANNED RESIDENTIAL DEVELOPMENT
-  I-1 INDUSTRIAL
-  I-2 INDUSTRIAL
-  AG AGRICULTURAL

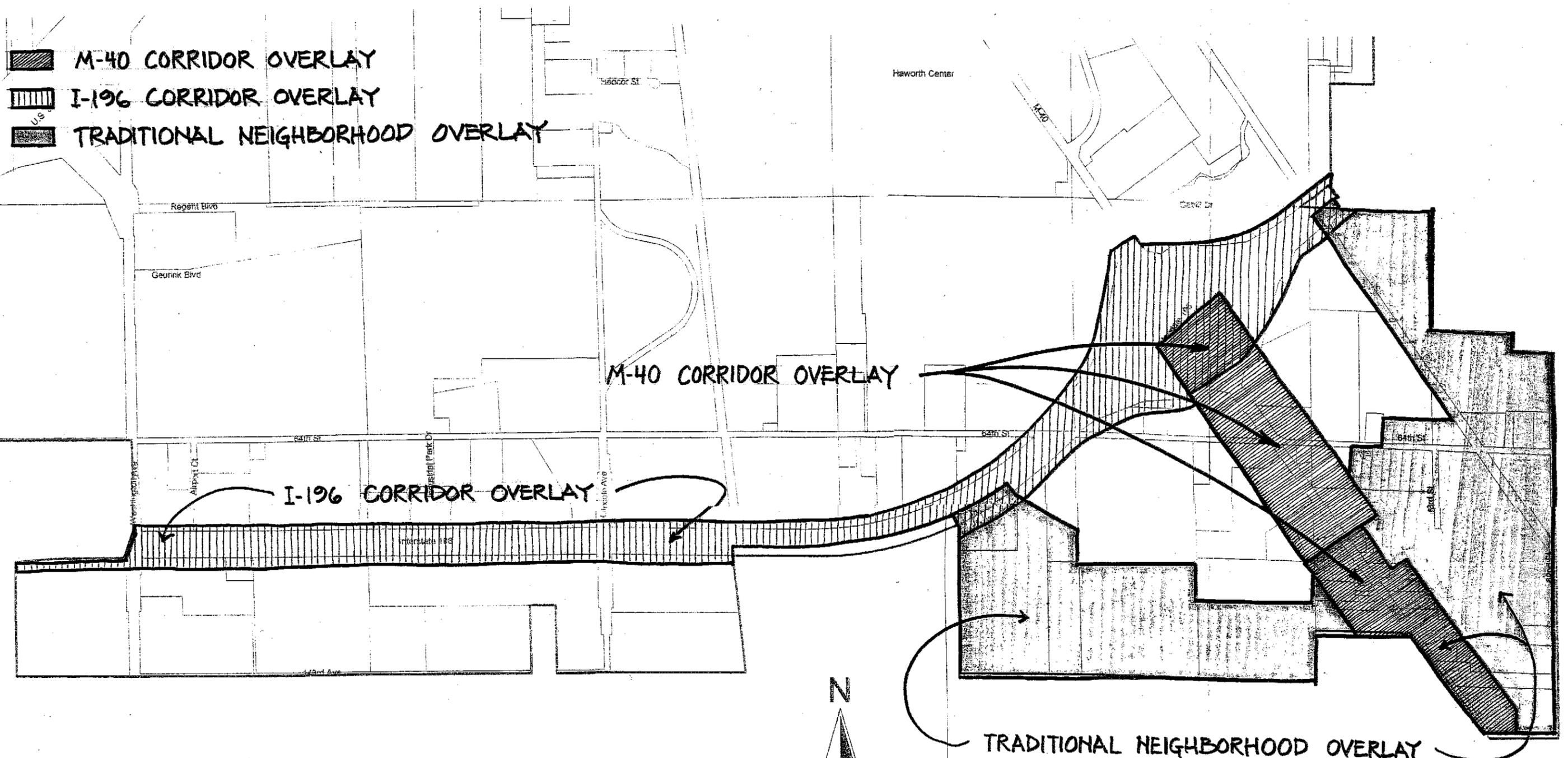


Text Street Right of Way Names
 City Limits
 Parcel



SOUTH END MASTER PLAN
 City of Holland
PROPOSED ZONING

-  M-40 CORRIDOR OVERLAY
-  I-196 CORRIDOR OVERLAY
-  TRADITIONAL NEIGHBORHOOD OVERLAY



SOUTH END MASTER PLAN
City of Holland

PROPOSED OVERLAY ZONING

- Text Street Right of Way Names
-  City Limits
-  Parcel



U.S. 31

Regent Blvd

Geurink Blvd

SOUTH WASHINGTON

64TH STREET

INTERSTATE 196

143RD

Hedger St

LINCOLN

Haworth Center

Capitol

NEW INTERCHANGE IMPROVEMENTS

FUTURE ACCESS

52ND STREET

AREA OF COMPACT, INTERCONNECTED NEIGHBORHOOD STREET NETWORK

NEW EAST-WEST CONNECTOR

POSSIBLE RESIDENTIAL BOULEVARD

2ND HIGHLAND BOULEVARD

3RD AVENUE

5TH ST

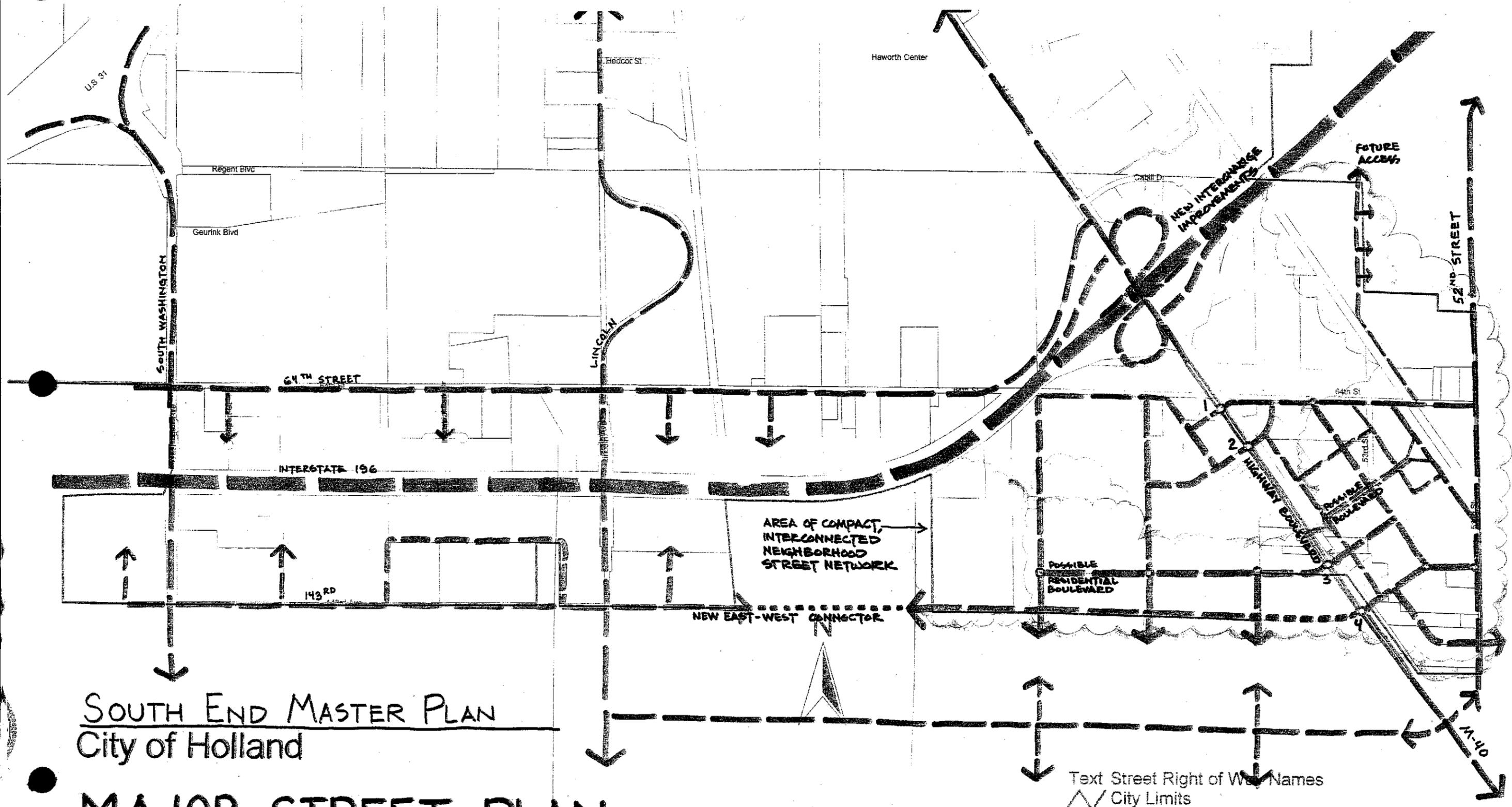
4TH ST

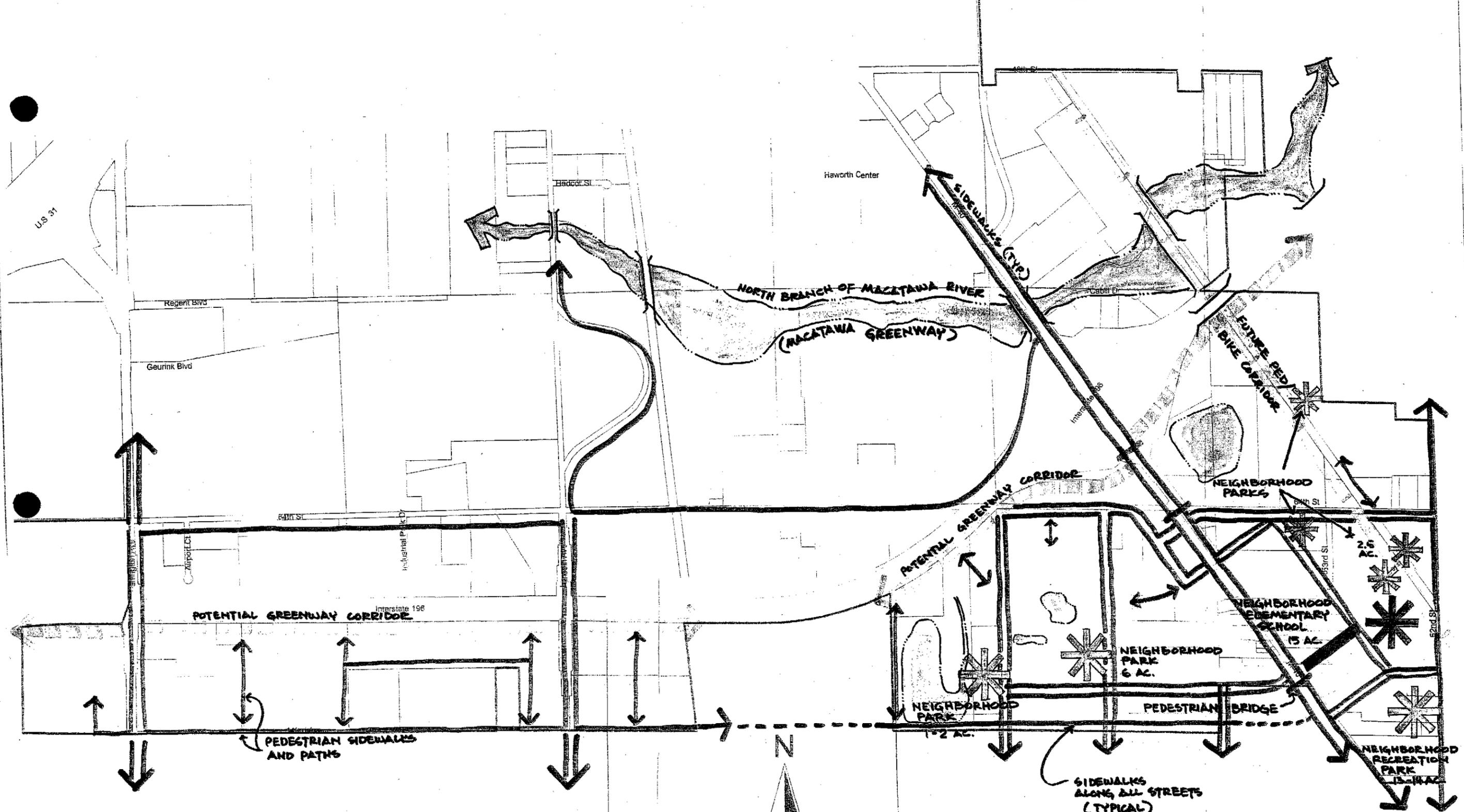
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SOUTH END MASTER PLAN City of Holland

MAJOR STREET PLAN

Text Street Right of Way Names
 City Limits
 Parcel





SOUTH END MASTER PLAN

City of Holland

COMMUNITY FACILITIES PLAN

- Text Street Right of Way Names
- City Limits
- Parcel

